

WEBSITE DEVELOPMENT

The ability to communicate ideas and concepts, and to deliver value to customers, using the Internet and related technologies is an important element in a business' success. This event recognizes FBLA members who have developed proficiency in the creation and design of websites.

CONTENT

The website should follow the topic that is published in the national Chapter Management Handbook for the current year. The website should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, and correct business format.

ELIGIBILITY

Each district is represented by one website. Entries may be created by an individual member or by a team not to exceed three members. In the event of a team entry, no more than one member may have competed in this event at a previous State Leadership Conference. The participants must qualify as active FBLA members to be eligible for this event. Local chapter members do not have to attend the State Leadership Conference to enter this event.

PROCEDURE

1. Entries will be judged according to the rating sheet.
2. An official event entry form must be completed and submitted by the local chapter adviser. The form will list the following information: chapter name, team member names, school, city, state, and URL.
3. The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the March 17 deadline. Judging of the website will take place before the State Leadership Conference.
4. Student members, not advisers, must prepare website. Advisers should serve as consultants to ensure that the websites are well organized, contain substantiated statements, and are presented in a professional manner.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals. Members are expected to follow all applicable copyright laws with permission cited on the website, and they may be disqualified if items are used inappropriately.
6. Websites should be designed to allow for viewing by as many different platforms as possible.
7. Websites not adhering to these regulations may be disqualified.

Website Development Continued

JUDGING

Using the rating sheet, a panel of judges selects the winners. All decisions of the judges are final.

Judges will complete a rating sheet on each website and assign a rank to it. The rating sheets should substantiate the rankings.

The rank given by each judge for the website is recorded on a ranking sheet. The ranks for each website are totaled. The website with the highest rank is the winner. The highest rank is one.

In the event of ties, the website receiving more small numbers from the judges is the winner. If ties remain after using this step, judges are to break the ties.

AWARDS

Plaques are presented to the winners of first through fifth places as long as finances are available. Certificates are presented to sixth and seventh place winners.

REPRESENTATION AT NATIONAL

The first and second place winners are entitled to represent the state chapter at the National Leadership Conference.

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Rank the web pages within a first to last order. No ties.

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design Fonts, colors, and graphics enhance aesthetic appeal	0	1 - 3	4 - 7	8 - 10	
Format is consistent and appropriate	0	1 - 2	3 - 4	5	
Graphic design shows creativity, originality, and supports theme	0	1 - 3	4 - 7	8 - 10	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio; flash; java script)	0	1 - 2	3 - 4	5	
Site Navigation All links are functional	0	1 - 2	3 - 4	5	
Links are consistent and support theme	0	1 - 2	3 - 4	5	
Navigational scheme is logical and effective	0	1 - 2	3 - 4	5	
Content Effectiveness of site	0	1 - 5	6 - 10	11 - 15	
Theme fully and effectively developed. Solution adequately addresses assigned topic.	0	1 - 5	6 - 10	11 - 15	
Technical Proper use of grammar, spelling, punctuation, etc.	0	1 - 3	4 - 7	8 - 10	
Site is compatible with multiple browsers	0	1 - 2	3 - 4	5	
Copyright laws have been followed and permissions are cited on the website; and the use of templates must be identified at the bottom of the home page.	0	1 - 3	4 - 7	8 - 10	
Total Points	/100 max.				

Verification of total score (initials)

_____ Event Supervisor

_____ Event Supervisor

RANKING SHEET - MISSOURI FBLA

WEBSITE DEVELOPMENT

NAME OF PARTICIPANT AND SCHOOL	RANK BY JUDGE	RANK BY JUDGE	RANK BY JUDGE	TOTAL	FINAL RANK (Smaller number wins)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					

In the event of a tie, the tie will be broken by awarding the higher rank to the person who received more small numbers from the judges.

Example: ↓ ↓ ✓
 1 2 6 = 9 2 } Tied for second Winner
 2 3 4 = 9 2

If tie remains after this step, judges will make a decision as to the rank to be assigned.